

TOP SECRET//
20165760

[sponsorwise](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [REGISTER](#) [SEARCH](#)

sponsorwise

Join now!

Registering offers several advantages for both Sponsors and Sponsorship Properties:

FOR SPONSORS:
Easy access to a comprehensive listing of sponsorship opportunities.

FOR SPONSORSHIP PROPERTIES:
Thousands of qualified buyers will have access to your listing everyday.

For the first time:
Sponsorwise is uniting the global sponsorship marketing community in one easy-to-use marketplace.

REGISTER





REGISTER NOW **TAKE THE TOUR** **WISE Buys**



Fig. 1



sponsorwise

Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

You have the opportunity to benefit as a Charter Subscriber, if you act now. This offer is only available to the first 300 subscribers.*

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.
 An asterisk (*) indicates required items.

Login Information

* User Name

Your User Name must be at least 6 characters in length.

* Password

* Verify Password

Please note that capitalization matters for the password.

Password Question: [Select a question to answer]

* Answer:

If you forget your password we will identify you with this information; you will need to remember this answer exactly as it is typed above.

Fig. 2

Fig. 3

Contact Information	
*First Name:	<input type="text"/>
*Last Name:	<input type="text"/>
Title:	<input type="text"/>
*Company/ Organization:	<input type="text"/>
*Address Line 1:	<input type="text"/>
Address Line 2:	<input type="text"/>
*City:	<input type="text"/>
*State, Territory or Province:	<input type="text"/>
*Zip Code/ Postal Code:	<input type="text"/>
Required for US and Canadian addresses only.	
*Country	<input type="text" value="United States of America ▾"/>
Other:	<input type="text"/>
Please complete if "Other" is selected as Country above.	
*Main Phone:	<input type="text"/>
Extension:	<input type="text"/>
Alternate Phone:	<input type="text"/>
Facsimile:	<input type="text"/>
Email Address:	<input type="text"/>
Confirm Email Address	<input type="text"/>

Profile Information	
What is your primary role regarding Sponsorship properties?	<input type="radio"/> "Buyer" only <input type="radio"/> "Seller" only <input type="radio"/> Both, but primarily a "Buyer" <input type="radio"/> Both, but primarily a "Seller"
What is your organization's primary business activity?	<div style="border: 1px solid black; width: 150px; height: 100px; margin-bottom: 10px;"></div> <div style="border: 1px solid black; width: 150px; height: 100px;"></div>
How did you hear about Sponsorwise?	<input type="radio"/> Web Ad
Please indicate the amount of Sponsorship dollars that you seek annually:	
<input type="radio"/> less than \$1,000	
<input type="radio"/> less than \$1,000	

Fig. 4

TOE260-21085260

Payment Information					
*Credit Card Type:					
<input type="radio"/>	Visa	<input type="radio"/>	MasterCard	<input type="radio"/>	Amex
*Credit Card Number:		<input type="text"/>			
*Cardholder Name:		<input type="text"/>			
*Expiration Date:		<input type="text"/> Month	<input type="text"/> Year	<input type="button" value="▼"/>	
*Billing Address Line 1:		<input type="text"/>		<input type="text"/>	
Billing Address Line 2:		<input type="text"/>		<input type="text"/>	
*City:		<input type="text"/>		<input type="text"/>	
*State, Territory or Province:		<input type="text"/>		<input type="text"/>	
*Zip Code/		<input type="text"/>		<input type="text"/>	
Postal Code:		<input type="text"/>			
Required for US and Canadian addresses only.		<input type="checkbox"/>			
*Country		<input type="text"/>			
Other:		<input type="text"/>			
<p><i>Please complete if "Other" is selected as Country above.</i></p>					
<input style="border: 1px solid black; border-radius: 15px; padding: 5px 15px; margin-right: 10px;" type="button" value="SUBMIT"/> <input style="border: 1px solid black; border-radius: 15px; padding: 5px 15px;" type="button" value="CANCEL"/>					

Fig. 5

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

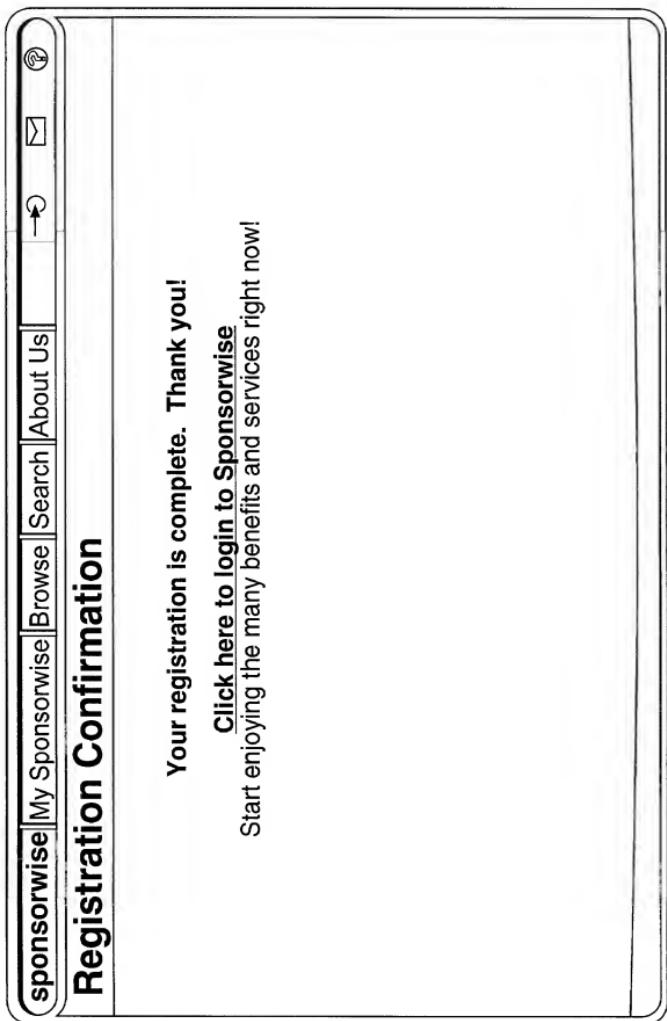


Fig. 6

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Sponsorwise Login

User Name:

Password:

Remember me

LOG IN

Click here if you have forgotten your password or having trouble logging in.
New users should click here to register.

Fig. 7

sponsowise	My Sponsorwise	Browse	Search	About Us								
Wednesday, October 18, 2000												
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; vertical-align: top;"> <p>My Sponsorwise</p> <p>Front Page Property Manager RFP Board Messages My Account</p> <p>Current Profile:</p> <p>Boston 2001 Seller <input checked="" type="checkbox"/> Edit Profile</p> </td> <td style="width: 20%; vertical-align: top;"> <p>Create A Property</p> <p>Wise Promotions</p> <p>Consulting Services</p> </td> <td style="width: 20%; vertical-align: top;"> <p>Property Manager</p> <p>RFP Board</p> <p>Messages</p> <p>My Account</p> </td> <td style="width: 20%; vertical-align: top;"> <p>Favorites <input checked="" type="checkbox"/></p> </td> <td style="width: 20%; vertical-align: top;"> <p>FILE</p> </td> </tr> </table>								<p>My Sponsorwise</p> <p>Front Page Property Manager RFP Board Messages My Account</p> <p>Current Profile:</p> <p>Boston 2001 Seller <input checked="" type="checkbox"/> Edit Profile</p>	<p>Create A Property</p> <p>Wise Promotions</p> <p>Consulting Services</p>	<p>Property Manager</p> <p>RFP Board</p> <p>Messages</p> <p>My Account</p>	<p>Favorites <input checked="" type="checkbox"/></p>	<p>FILE</p>
<p>My Sponsorwise</p> <p>Front Page Property Manager RFP Board Messages My Account</p> <p>Current Profile:</p> <p>Boston 2001 Seller <input checked="" type="checkbox"/> Edit Profile</p>	<p>Create A Property</p> <p>Wise Promotions</p> <p>Consulting Services</p>	<p>Property Manager</p> <p>RFP Board</p> <p>Messages</p> <p>My Account</p>	<p>Favorites <input checked="" type="checkbox"/></p>	<p>FILE</p>								
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; vertical-align: top;"> <p>Athletes & Entertainers for Kids</p> <p>SHAQTACULAR</p>   </td> <td style="width: 20%; vertical-align: top;"> <p>Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$65 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities</p> <p>More -></p> </td> <td style="width: 20%; vertical-align: top;"> <p>Received</p> <p><input type="checkbox"/> RFP-Auto Search has found an RFP that matches your profile</p> <p><input type="checkbox"/> Saved Search: New matches to saved search "2001 Events"</p> <p><input type="checkbox"/> RFP-Auto Search has found an RFP that matches your profile</p> <p><input type="checkbox"/> Unsold Inventory: Two Week Notice (Columbus Day Parade)</p> </td> <td style="width: 20%; vertical-align: top;"> <p>Fri 9/22/00 2:22:PM</p> <p>Thu 9/21/00 12:45:PM</p> <p>Wed 9/20/00 7:08:AM</p> <p>Tue 9/19/00 10:28:AM</p> </td> </tr> </table>								<p>Athletes & Entertainers for Kids</p> <p>SHAQTACULAR</p>  	<p>Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$65 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities</p> <p>More -></p>	<p>Received</p> <p><input type="checkbox"/> RFP-Auto Search has found an RFP that matches your profile</p> <p><input type="checkbox"/> Saved Search: New matches to saved search "2001 Events"</p> <p><input type="checkbox"/> RFP-Auto Search has found an RFP that matches your profile</p> <p><input type="checkbox"/> Unsold Inventory: Two Week Notice (Columbus Day Parade)</p>	<p>Fri 9/22/00 2:22:PM</p> <p>Thu 9/21/00 12:45:PM</p> <p>Wed 9/20/00 7:08:AM</p> <p>Tue 9/19/00 10:28:AM</p>	
<p>Athletes & Entertainers for Kids</p> <p>SHAQTACULAR</p>  	<p>Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$65 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities</p> <p>More -></p>	<p>Received</p> <p><input type="checkbox"/> RFP-Auto Search has found an RFP that matches your profile</p> <p><input type="checkbox"/> Saved Search: New matches to saved search "2001 Events"</p> <p><input type="checkbox"/> RFP-Auto Search has found an RFP that matches your profile</p> <p><input type="checkbox"/> Unsold Inventory: Two Week Notice (Columbus Day Parade)</p>	<p>Fri 9/22/00 2:22:PM</p> <p>Thu 9/21/00 12:45:PM</p> <p>Wed 9/20/00 7:08:AM</p> <p>Tue 9/19/00 10:28:AM</p>									

8

sponsorwise	My Sponsorwise	Browse	Search	About Us	Contact Us	Help	Terms of Use	Festivals/Events
REPLY TO THIS RFP								
<p>RFP From Anonymous Buyer</p> <p>My Sponsorwise > RFP Board > RFP</p> <p>Overview Audience Description Marketing Opportunities Contact Information</p> <p>Company/ Business Type: Internet-based organization</p> <p>Market Description: Sponsorship services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area -- East Coast.</p> <p>Time Frame: January 1, 2001 - March 31, 2001</p> <p>Budget Parameters: \$20,000</p> <p>Key Characteristics: </p> <p>Preferred Location: Zip Code: 02107 City: Boston State: MA Region: NE Closest Major Market: Boston</p> <p>Additional Qualifications: Sponsor will only accept proposals with pricing information</p> <p>Preferred Property Type:  Festivals/Events</p>								
This RFP was distributed only to those Property Owners who meet target parameters.								

[sponsowise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

[REPLY TO THIS RFP](#)

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Attending Audience: 55,000+

Expanded Audience: 250,000
Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional

Household Income:

Under \$25,000:	50%
\$25,000 - \$39,999:	25%
\$40,000 - \$54,999:	15%
\$55,000 - \$74,999:	5%
\$75,000 - \$99,999:	5%
\$100,000 - \$149,999:	5%
\$150,000+:	5%

Age:

Young Children (0-12):	50%
Teenagers (13-17):	25%
Young Adults (18-35):	20%
Mature Adults (36-55):	5%
Seniors (56-75):	5%
Elderly (76+):	5%

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 10

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview | Audience Description | **Marketing Opportunities** | Contact Information

Marketing Opportunities: Television
Media
VIP Hospitality
Signage with description windows

This RFP was distributed only to those Property Owners who meet target parameters.

Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use

Fig. 11

My Sponsorwise | Browse | Search | About Us | [REPLY TO THIS RFP](#)

My Sponsorwise > RFP Board > RFP

Overview | Audience Description | Marketing Opportunities | Contact Information

Contact Information | Withheld at Buyer's Request

This RFP was distributed only to those Property Owners who meet target parameters.

Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use

Fig. 12

 My Sponsorwise	
<h2>Proposal Wizard</h2>	
<input data-bbox="240 510 261 975" type="button" value="VIEW PROFILE"/> <input data-bbox="271 510 291 975" type="button" value="ATTACH DOCUMENTS"/> <input data-bbox="302 510 322 975" type="button" value="PAYMENT"/> <input data-bbox="332 510 353 975" type="button" value="SEND"/>	
<p>Review your Profile information. Click the "Edit" link if changes are needed.</p>	
<p>Contact Information:</p>	
First Name:	Dave
Title:	Associate Director
Email:	dsullivan@firstrightintl.org
Phone:	617-357-0065
Street Address:	200 Lincoln Street or Mail Stop:
City:	Boston State, Province MA or Territory:
Zip/Postal Code:	02111-2418
Country:	United States of America
<p>Property Overview:</p>	
Property Name:	First Night 2001
<p>Link to Property Description: http://www.sponsorwise.com/FirstNightBoston2001.jsp</p>	
<input data-bbox="732 663 752 796" type="button" value="Edit Profile"/>	
<input data-bbox="762 205 783 285" type="button" value="NEXT ▶"/>	
<input data-bbox="762 1108 783 1187" type="button" value="CANCEL"/>	
Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use	

Fig. 13

© 2002-2003 My Sponsorwise

Proposal Wizard

[VIEW PROFILE](#) [ATTACH DOCUMENTS](#) [PAYMENT](#) [SEND](#)

Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.

 **UPLOAD** Add a new document

 **PERSONAL FILING CABINET** Find a document in your filing cabinet

[PREVIOUS](#) [NEXT](#) [CANCEL](#)

Fig. 14

© 2000-2005 © 2005 Sponsorwise, Inc.

proposal | My Sponsorwise

Proposal Wizard

[VIEW PROFILE](#) [ATTACH DOCUMENTS](#) [PAYMENT](#) [SEND](#)

Click "Browse" to find a document to upload.

Attachments: *

<input type="text"/>	BROWSE								
----------------------	------------------------	----------------------	------------------------	----------------------	------------------------	----------------------	------------------------	----------------------	------------------------

Description (optional):

*If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from that file on the next screen.

[UPLOAD](#) [CANCEL](#)

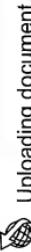
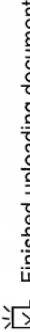
WELCOME TO SPONSORWISE

sponsorwise | My Sponsorwise

Proposal Wizard

[VIEW PROFILE](#) [ATTACH DOCUMENTS](#) [PAYMENT](#) [SEND](#)

Uploading:

 Uploading document.	 Finished uploading document.	 Scanning documents for viruses.
--	---	--

Attached Documents Description

Attached Documents	Description	File Type	Delete
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>
Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/> Delete Checked



[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 16

sponsorwise My Sponsorwise																	
<h2>Proposal Wizard</h2>																	
<p>VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND</p>																	
<p>Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.</p>																	
<p>UPLOAD</p>  <p>Add a new document</p>	<p>PERSONAL FILING CABINET</p>  <p>Find a document in your filing cabinet</p>																
<table border="1"> <thead> <tr> <th>Attached Documents</th> <th>Description</th> <th>File Type</th> <th>Delete</th> </tr> </thead> <tbody> <tr> <td>FirstNight2000.ra</td> <td>Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.</td> <td>Real Multimedia</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Financials.xls</td> <td>Full financial disclosures.</td> <td>Excel</td> <td><input type="checkbox"/></td> </tr> <tr> <td>HappyNotes.txt</td> <td>Tons and tons of letters from happy Sponsors!</td> <td>Text</td> <td><input type="checkbox"/> Delete Checked</td> </tr> </tbody> </table>		Attached Documents	Description	File Type	Delete	FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>	Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>	HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/> Delete Checked
Attached Documents	Description	File Type	Delete														
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>														
Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>														
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/> Delete Checked														
<p>PREVIOUS NEXT</p> <p>CANCEL</p>																	

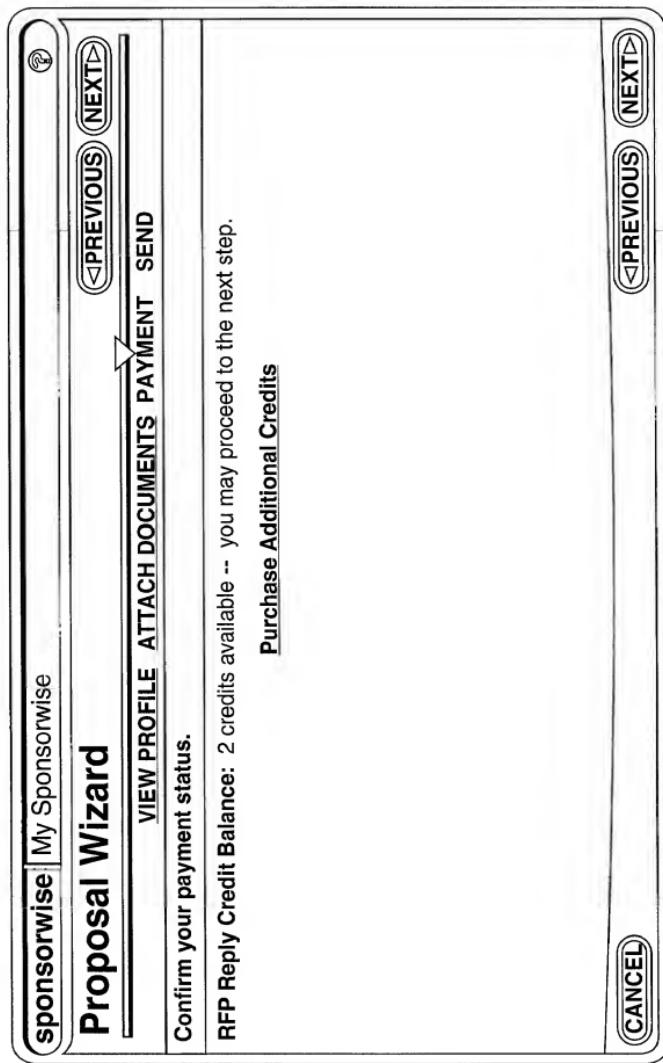


Fig. 18

sponsorwise My Sponsorwise													
<h2>Proposal Wizard</h2> <hr/> <p>VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND</p> <p>PREVIOUS NEXT</p>													
<p>Review and send your proposal. Click the "Previous" button if you want to make changes. Click "Send" to release your proposal.</p>													
<ol style="list-style-type: none"> 1. Review the RFP you are responding to. 2. Check your attachments. 													
<table border="1"> <thead> <tr> <th>Attached Documents</th> <th>Description</th> <th>File Type</th> </tr> </thead> <tbody> <tr> <td>FirstNight2000.ra</td> <td>Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.</td> <td>Real Multimedia</td> </tr> <tr> <td>Financials.xls</td> <td>Full financial disclosures.</td> <td>Excel</td> </tr> <tr> <td>HappyNotes.txt</td> <td>Tons and tons of letters from happy Sponsors!</td> <td>Text</td> </tr> </tbody> </table>		Attached Documents	Description	File Type	FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	Financials.xls	Full financial disclosures.	Excel	HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text
Attached Documents	Description	File Type											
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia											
Financials.xls	Full financial disclosures.	Excel											
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text											
<ol style="list-style-type: none"> 3. Create a cover note to accompany your proposal. (optional) 													
<p>CANCEL PREVIOUS NEXT</p>													
<p>Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use</p>													

Fig. 19

proposal sent to your My Sponsorwise page.

Thank you for using Sponsorwise -- the smart sponsorship marketplace.

OK

THE 2000 CHALLENGE

sponsorwise | My Sponsorwise | Browse | Search | About Us |  

Wednesday, October 18, 2000

My Sponsorwise
Front Page | Sponsorship Manager | RFP Board | Messages | My Account

Good Evening
John McKay of
LMD, Inc.

Current Profile:
West Region Buyer 

Create An RFP
Wise Promotions
Consulting Services

Search: 

Saved Searches:
Jazz Festivals
Music Events
Fitness Competitions
Favorites 

Athletes & Entertainers for Kids
SHAQTACULAR






Industry News
Donnie Osmond Tattoo Sold on Sponsorwise for Record \$65.5 Million
Sponsorship Market Growing
Thanks to New Internet Opportunities
More->

Convention Center Grateful Dead Tribute Michael Schumacher
Las Vegas, NV 1/23/01-New York Indy500-01 Season

Notification
File Type Subject Received 

Proposal Notice: Response to your RFP "Q1101 Festival" Fri 9/22/00 2:22:PM
  Saved Search: New matches to saved search "Jazz Festivals" Thu 9/21/00 12:45:PM
  Proposal Notice: Response to your RFP "Q4/00 Music Events" Wed 9/20/00 7:03:AM
  Saved Search: New matches to saved search "Fitness Competitors" Tue 9/19/00 10:28:AM

FILE

THE 2001 CELEBRATION

sponsorwise | My Sponsorwise | Browse | Search | About Us | [G](#) | [E](#)

Proposal Viewer
My Sponsorwise > RFP Board > RFP > Proposal

First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America; featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information – the Excel spreadsheet contains full financial disclosures.

Please click here to view our Sponsorwise Property Listing

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 22

Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use

sponsorwise | My Sponsorwise | Browse | Search | About Us | [ADD TO FAVORITES](#) | [G](#) | [E](#) | [?](#)

Property Listing
Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

First Night Boston 2001



Fig. 23

Property Listing		ADD TO FAVORITES	
Front Page Event Description Audience Description Inventory Contact Information			
Name:	First Night Boston 2001		
Years in Existence:	24	Property Type:	 Festivals/Events
Attending Audience:	3,000,000	Extended Audience:	5,000,000
Key Characteristics:	   		
Event Summary:	First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.		
Event Date(s):	December 30, 2000 - January 2, 2001		
Venue Location:	Zip Code: 02107 City: Boston Region: Northeast Closest Major Market: Boston		
Sponsorship Price Range:	\$2,000 - \$200,000		
This RFP was distributed only to those Property Owners who meet target parameters.			

Fig. 24

[sponsowise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Contact Us](#) | [Terms of Use](#)

[ADD TO FAVORITES](#)

Property Listing

Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Attending Audience: 3,000,000

Household Income:	Under \$25,000: 5%	\$25,000 - \$39,999: 5%	\$40,000 - \$54,999: 30%	\$55,000 - \$74,999: 30%	\$75,000 - \$99,999: 15%	\$100,000 - \$149,999: 10%	\$150,000+: 5%
10%	5%	5%	30%	30%	15%	10%	5%
15%							

Age:	Young Children (0-12): 5%	Teenagers (13-17): 10%	Young Adults (18-35): 25%	Mature Adults (36-55): 50%	Seniors (56-75): 7%	Elderly (76+): 3%
7%	3%	5%	25%	50%	7%	3%
10%						

Gender: 50/50

Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

Fig. 25

The screenshot shows a mobile web browser displaying a property listing page. The header of the browser includes the URL 'www.sponsowise.com', a back arrow, a forward arrow, a search icon, and a refresh icon. The page itself has a header with the 'sponsowise' logo and navigation links for 'My Sponsorwise', 'Browse', 'Search', 'About Us', and a user icon. A large 'ADD TO FAVORITES' button is prominently displayed. The main content area is titled 'Property Listing' and shows a breadcrumb trail: 'Front Page > Festivals/Events > Property'. Below this, there is a section titled 'Marketing Opportunities:' with a list of options: TV, Print, Live entertainment, Exclusivity, Booth/Display, Signage, Hospitality, Merchandising, and Radio. At the bottom of the page, there are links for 'Home', 'My Sponsorwise', 'Browse', 'Search', 'About Us', 'Contact Us', 'Help', 'Terms of Use', and a link to 'Inventory'.

Fig. 26

TOE230 "STUDS60

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Logout](#) | [Email](#) | [Help](#) | [FAQ](#)

Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Contact: Dave Sullivan

Phone: 617-357-0065

email dsullivan@firstrightintl.org

Address:

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

ADD TO FAVORITES

Fig. 27

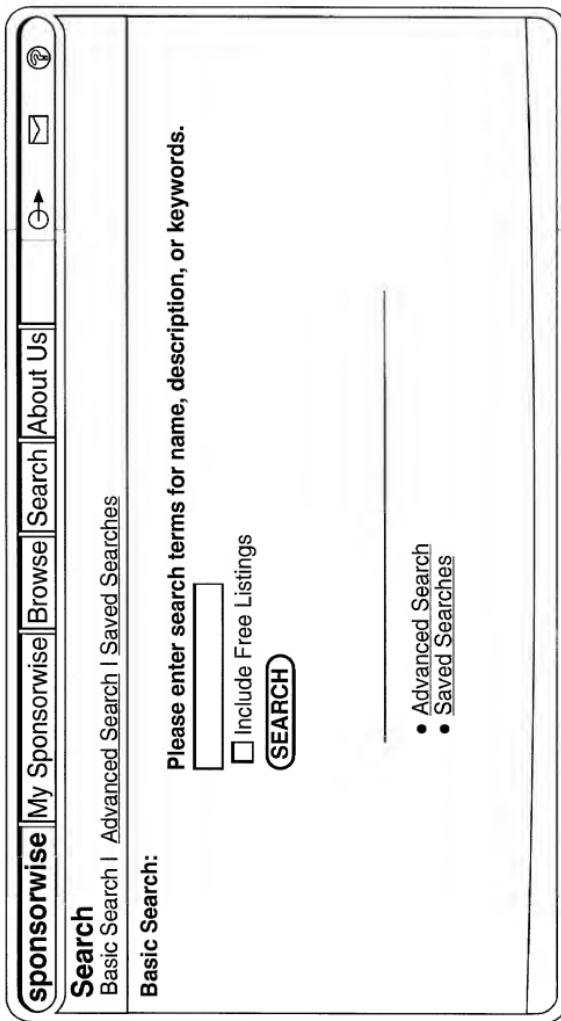


Fig. 28

sponsorwise	My Sponsorwise	Browse	Search	About Us		
Search Basic Search Advanced Search Saved Searches						
Advanced Search: Name, Description, or Keywords: <input type="text"/> Key characteristics: Add <small>Click "Add" link to select characteristics.</small>						
<input type="checkbox"/> Include Free Listings						
Event Type: <input type="text"/> All ▼						
Dates: <input type="text"/> Select Month Select Year ▼ To: <input type="text"/> Select Month Select Year ▼						
Minimum Desired Household Income: For majority of audience. <input type="text"/> Select Minimum Income ▼						
Desired Age Range: <input type="text"/> For majority of audience. <input type="text"/> Select Age Range ▼						
Gender: <input type="radio"/> Reach more males <input type="radio"/> Reach more females <input type="radio"/> Reach both males and females						
<input type="button" value="SEARCH"/> Save this Search						
<hr/> <ul style="list-style-type: none"> • Basic Search • Saved Searches 						

[sponsrwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Terms of Use](#)

[OK](#) | [Email](#) | [Print](#)

Add Characteristics

Please select event characteristics for your search.

FESTIVALS/EVENTS:	
<input type="checkbox"/> Youth	<input type="checkbox"/> Educational
<input type="checkbox"/> Gay & Lesbian	<input type="checkbox"/> Religious
<input type="checkbox"/> Nature Oriented (Outdoors)	<input type="checkbox"/> Live Music/ Entertainment
<input type="checkbox"/> Team	<input type="checkbox"/> Xtreme
<input type="checkbox"/> Co-sponsor	<input type="checkbox"/> Media
<input type="checkbox"/> Racing	<input type="checkbox"/> Motor Sports
<input type="checkbox"/> Coverage	<input type="checkbox"/> TV
<input type="checkbox"/> Snob Appeal	<input type="checkbox"/> Appeal
<input type="checkbox"/> Civic Pride	<input type="checkbox"/> Shopping opportunity
OK	CANCEL

sponsorwise	My Sponsorwise	Browse	Search	About Us		
<h2>Search</h2> <p>Basic Search Advanced Search Saved Searches</p> <p>Advanced Search: Name, Description, or Keywords: <input type="text"/> <input type="checkbox"/> Include Free Listings</p> <p>Event Type: <input type="text"/> <input type="button" value="▼"/></p> <p>Minimum Desired Household Income: For majority of audience. <input type="checkbox"/> Select Minimum Income <input type="button" value="▼"/></p> <p>Dates: From: <input type="text"/> <input type="button" value="Select Month"/> <input type="button" value="Select Year"/> To: <input type="text"/> <input type="button" value="Select Month"/> <input type="button" value="Select Year"/></p> <p>Desired Age Range: For majority of audience. <input type="checkbox"/> Select Age Range <input type="button" value="▼"/></p> <p>Gender: <input type="radio"/> Reach more males <input type="radio"/> Reach more females <input type="radio"/> Reach both males and female</p> <p>SEARCH <input type="checkbox"/> Save this Search</p>						
<hr/> <ul style="list-style-type: none"> • Basic Search • Saved Searches 						

Fig. 31

Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:

[Include Free Listings](#)

Event Type: <input type="button"

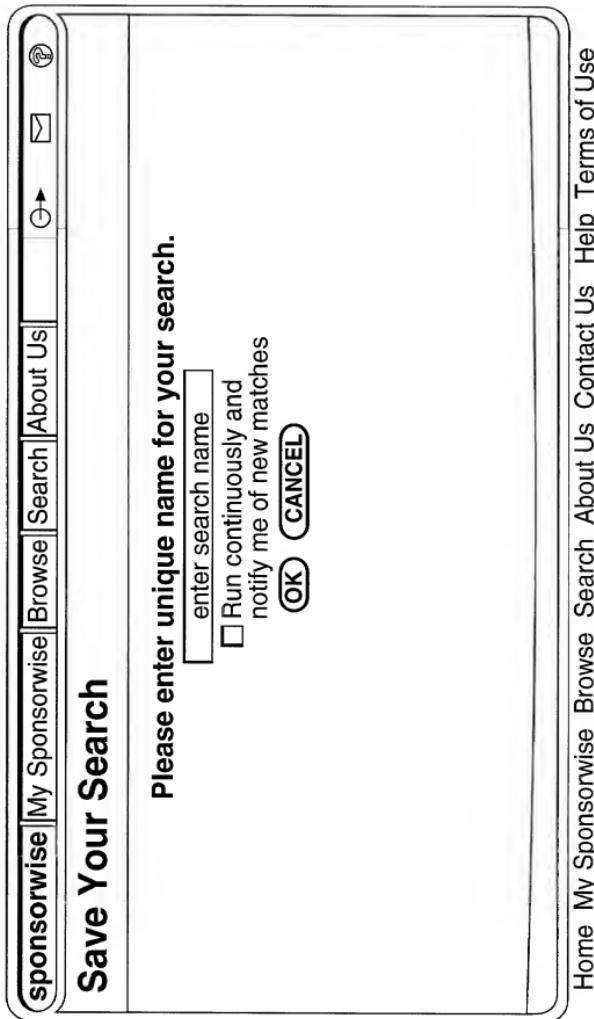


Fig. 33

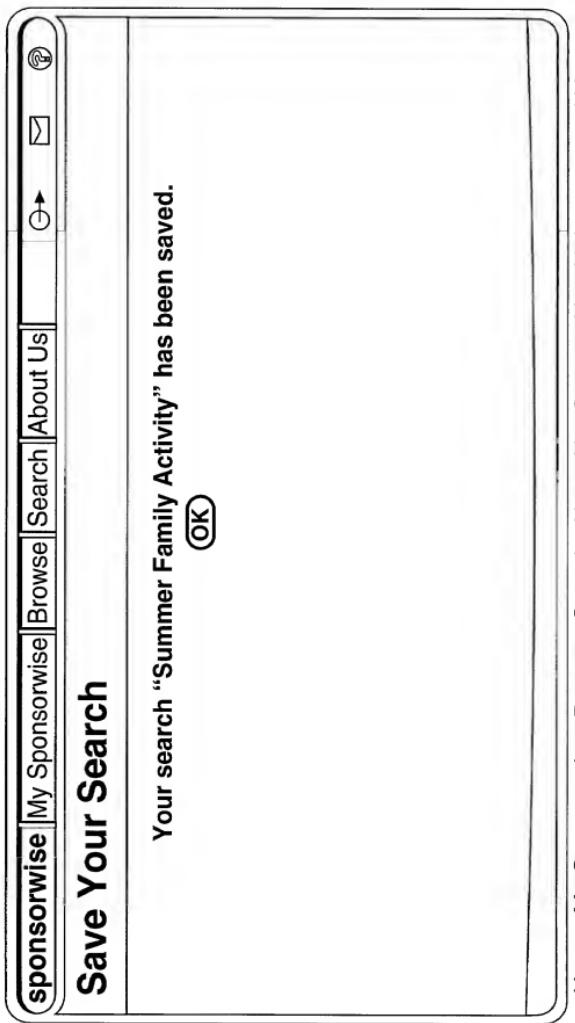


Fig. 34

Wednesday, October 18, 2000

[My Sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Terms of Use](#)

[Front Page](#) | [Sponsorship Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Good Evening
John Stith of
Coca-Cola Company

Current Profile:
Coca-Cola Buyer 

[Edit Profile](#)

Create An RFP

Wise Promotions

Consulting Services

Search: 

Saved Searches:
Summer Family Activity**
Summer Family Activity**
Music Events
Fitness Competitions

Favorites 

Athletes & Entertainers for Kids

SHAQTACULAR

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$85.5 Million

Market Growing
Thanks to New Internet Opportunities

More->

Michael Schumacher Convention Center Grateful Dead Tribute
Indy 500-01 Season
Las Vegas, NV
1/23/01-New York

Notification

File Type	Subject	Received
<input type="checkbox"/> 	Saved Search: New matches to saved search "Summer Family Activity"	Fri 9/22/00 2:22:PM
<input type="checkbox"/> 	Proposal Notice: Response to your RFP "Q1'01 Festival"	Thu 9/21/00 12:45:PM
<input type="checkbox"/> 	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM
<input type="checkbox"/> 	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM

FILE 

Fig. 35

Y U S E E T O D A Y * E T T E N D E Z E S S O

sponsorwise	My Sponsorwise	Browse	Search	About Us	Help	Terms of Use
Search Basic Search Advanced Search Saved Searches						
Advanced Search: Name, Description, or Keywords: <input style="width: 150px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="text" value="baseball"/> <input type="checkbox"/> Include Free Listings						
Event Type: <input style="width: 150px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="text" value="All"/> Dates: From: <input style="width: 50px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="text" value="June"/> To: <input style="width: 50px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="text" value="September"/> <input style="width: 50px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="button" value="2001"/>						
Minimum Desired Household Income: For majority of audience. <input style="width: 150px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="text" value="\$40,000 - 54,999"/>						
Desired Age Range: Gender: For majority of audience. <input type="radio"/> Reach more males <input type="radio"/> Reach more females <input type="radio"/> Reach both males and female						
Mature Adults (36-55) <input style="width: 20px; height: 20px; border: 1px solid black; margin-bottom: 5px;" type="button" value="▼"/>						
<hr/> Results: California League Baseball score: 95%						
<input style="width: 80px; height: 25px; border: 1px solid black; border-radius: 15px; margin-right: 10px;" type="button" value="SEARCH"/> <input style="width: 150px; height: 25px; border: 1px solid black; border-radius: 15px;" type="button" value="Save this Search"/>						

Fig. 36

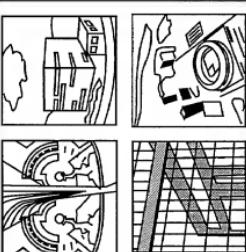
Front Page | Event Description | Audience Description | Inventory | Contact Information

Property Listing
Browse > Sports > Property

[ADD TO FAVORITES](#)

California League

[Picture Gallery](#)
Click on an image to enlarge.



[sponsowise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Email](#) | [Feedback](#)

[Home](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)



Fig. 37

Front Page | Event Description | Audience Description | Inventory | Contact Information

sponsorwise	My Sponsorwise	Browse	Search	About Us	Contact Us	Help	Terms of Use
<h2>Property Listing</h2> <p>ADD TO FAVORITES</p> <p>Browse > Sports > Property</p>							
Name:	California League						
Years in Existence:	59						
Property Type:	 Sports						
Attending Audience:	2,000,000						
Extended Audience:	3,300,000						
Key Characteristics:	      						
Event Summary:	The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.						
Event Date(s):	April 2000 - September 2000						
Venue Location:	Zip Code: NA City: NA Region: West Closest Major Market: SF & LA						
Sponsorship Price Range:	\$10,000 - \$100,000						
This RFP was distributed only to those Property Owners who meet target parameters.							

Fig. 38

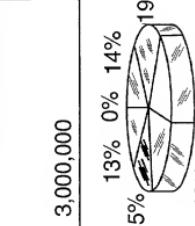
Front Page | Event Description | Audience Description | Inventory | Contact Information

Property Listing
Browse > Sports > Property

ATTENDING AUDIENCE

Attending Audience: 3,000,000

Household Income:



Income Range	Percentage
Under \$25,000	14%
\$25,000 - \$39,999	19%
\$40,000 - \$54,999	20%
\$55,000 - \$74,999	19%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	19%

ADD TO FAVORITES

Fig. 39

Front Page | Event Description | Audience Description | Inventory | Contact Information

Marketing Opportunities:

- TV
- Radio
- Print
- Internet
- Direct Mail
- Exclusivity
- Booth/Display
- Signage
- Hospitality
- Merchandising

Individual Opportunities:

- Hat Day: \$10,000, 20,000 given away
- Backpack Day: \$25,000, 10,000 given away

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [ADD TO FAVORITES](#) [Email](#) [Print](#)

Fig. 40

Front Page | Event Description | Audience Description | Inventory | **Contact Information**

Property Listing
Browse > Sports > Property

Contact: Pete Thureson
Title: Director of Marketing
Phone: 408-369-8038
email: thursty1@calleague.com
Address:

ADD TO FAVORITES

[sponsowise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Feedback](#) | [Help](#) | [Terms of Use](#)

Fig. 41

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Terms of Use](#)

My Sponsorwise
Front Page | Property Manager | RFP Board | Messages | My Account

Good Evening
Pete Thureson of California League

Current Profile:
Cal League Seller [Edit Profile](#)

Create A Property
Wise Promotions
Consulting Services

Property Manager
RFP Board
Messages
My Account

Favorites

Wednesday, October 18, 2000

Athletes & Entertainers for Kids

SHAQTACULAR

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

More->

Grateful Dead Tribute  **Michal Schumacher** Convention Center **Indy50001 New York** **Las Vegas, NV**

Notification

File Type	Subject	Received
<input type="checkbox"/> 	Unsold Inventory: Two Week Notice (Backpack Day)	Fri 9/22/00 2:22:PM
<input type="checkbox"/> 	Saved Search: New matches to saved search "2001 Events"	Thu 9/21/00 12:45:PM
<input type="checkbox"/> 	RFP: AutoSearch has found an RFP that matches your profile	Wed 9/20/00 7:08:AM
<input type="checkbox"/> 	RFP: Auto Search has found an RFP that matches your profile	Tue 9/19/00 10:28:AM

FILE

Fig. 42

Wise Promo Wizard

PROMO TYPE **WISE PROMO SET-UP** **PAYMENT** **POST**

Next ▶ **Cancel ▶**

Select promotion(s) to maximize your exposure to buyers.

Wise Promo Options:

Wise Buys List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorwise holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest.

Specifications & Restrictions: By enabling you property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 25% per day until property is liquidated.

[Click here for more information](#)

Banner Ads Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard.

Specifications: Banner ads measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up.

[Click here for more information](#)

Featured Selections Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A great showcase to highlight your opportunity and stand out from the crowd.

Specifications: Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up.

[Click here for more information](#)

Next ▶ **Cancel ▶**

Home My Sponsorwise Browse Search About Us Contact Us Help Terms of Use

Fig. 43

sponsorwise | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#)

[Home](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

Browse

SHAQTACULAR
Athletes & Entertainers for Kids

WISE BUYS

FEATURED PROPERTIES

CAUSES

WEB SITES

FESTIVALS/EVENTS

TRADESHOWS

ASSOCIATIONS

CONFERENCES

SEMINARS

OTHER

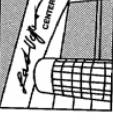
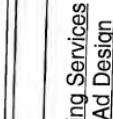
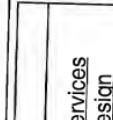
CORPORATE EVENTS

NAMING RIGHTS

Fig. 44

45/50

Fig. 45

sponsorwise		My Sponsorwise	Browse	Search	About Us		
						◀	▶
						✉	⎙
<h2>Wise Buys</h2> <p>My Sponsorwise > Browse Properties > Wise Buys</p>							
 <p>Sports Stadium St. Louis, MO</p>		 <p>Convention Center Las Vegas, NV</p>		 <p>Grateful Dead Tribute 1/23/01-New York</p>		 <p>Michal Schumacher Indy500-01 Season</p>	
Property		Inventory		Services		Price	
<p>The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution.</p>		<p>VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage</p>		<p>Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions.</p>		<p>T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.</p>	
<p>Beverage Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage.</p>		<p>Corporate Sponsorship - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions.</p>		<p>Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo</p>		<p>The California League is a Class A Minor League Baseball League with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.</p>	
						<p>Hat Day - Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last homestand of each of 10 California League teams.</p>	
						<p>9/14/00-9/17/00 \$1,000</p> <p>9/14/00-9/17/00 \$1,500</p> <p>9/14/00-9/17/00 \$2,000 per donation</p> <p>9/14/00-9/17/00 \$3,000 per donation</p> <p>9/14/00-9/17/00 \$6,000</p> <p>9/14/00-9/17/00 \$5,000</p> <p>9/14/00-9/17/00 \$5,000</p>	
						<p>9/25/00-10/3/00 \$10,000</p>	

[sponsrwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Front Page](#) | [Sponsorship Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Wednesday, October 18, 2000

Good Evening
John Smith of
Coca-Cola Company

Current Profile:
Coca-Cola Buyer [Edit Profile](#)

Create An RFP

Wise Promotions

Consulting Services

Athletes & Entertainers for Kids

SHAQTACULAR

Michael Schumacher Convention Center

Indy 500-01 Season Las Vegas, NV

1/23/01-New York

Grateful Dead Tribute

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$85 Million

Sponsorship Market Growing

Thanks to New Internet Opportunities

More->

Search:

Notification

File Type Subject

Saved Search: New matches to saved search "Summer Family Activity"

Proposal Notice: Response to your RFP "Q1'01 Festival"

Proposal Notice: Response to your RFP "Q4'00 Music Events"

Saved Search: New matches to saved search "Fitness Competitions"

Received
Fri 9/22/00 2:22:PM

Thu 9/21/00 12:45:PM

Wed 9/20/00 7:03:AM

Tue 9/19/00 10:28:AM

FILE

Wednesday, October 18, 2000

Fig. 47

My Sponsorwise	My Sponsorwise	Browse	Search	About Us	Wednesday, October 18, 2000
My Sponsorwise > Sponsorship Manager > Roll-Up > California					
California Sponsorships					
	<u>Date</u>	<u>Event</u>		<u>Location</u>	
9/200 - 10/1/00	Shakespeare in the Park			Golden Gate Park	
				San Francisco, California, USA	
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival			Plymouth, California, USA	
9/22/00 - 9/24/00	International Jazz Festival			Santa Barbara, California, USA	
9/22/00 - 9/24/00	San Francisco Blues Festival			Great Meadow, Fort Mason San Francisco, California, USA	
9/22/00 - 9/23/00	World Music Festival			Chico, California, USA	
9/23/00 - 9/24/00	10th Annual International Friendship Festival			El Cajon, California, USA	
9/29/00 - 10/1/00	California International Airshow			Salinas, California, USA	
10/5/00 - 10/15/00	Mill Valley Film Festival			Various Locations Mill Valley, California, USA	
10/6/00 - 10/8/00	Fleet Week			Pier 39 San Francisco, California, USA	
10/6/00 - 10/8/00	The Great Temecula Tractor Race			Temecula, California, USA	
Create An RFP					
Wise Promotions					
Consulting Services					
Search: <input type="text"/>					
Saved Searches: <input type="checkbox"/> Summer Family Activity					
Music Events					
Fitness Competitions					
Favorites <input type="checkbox"/> Summer Family Activity					

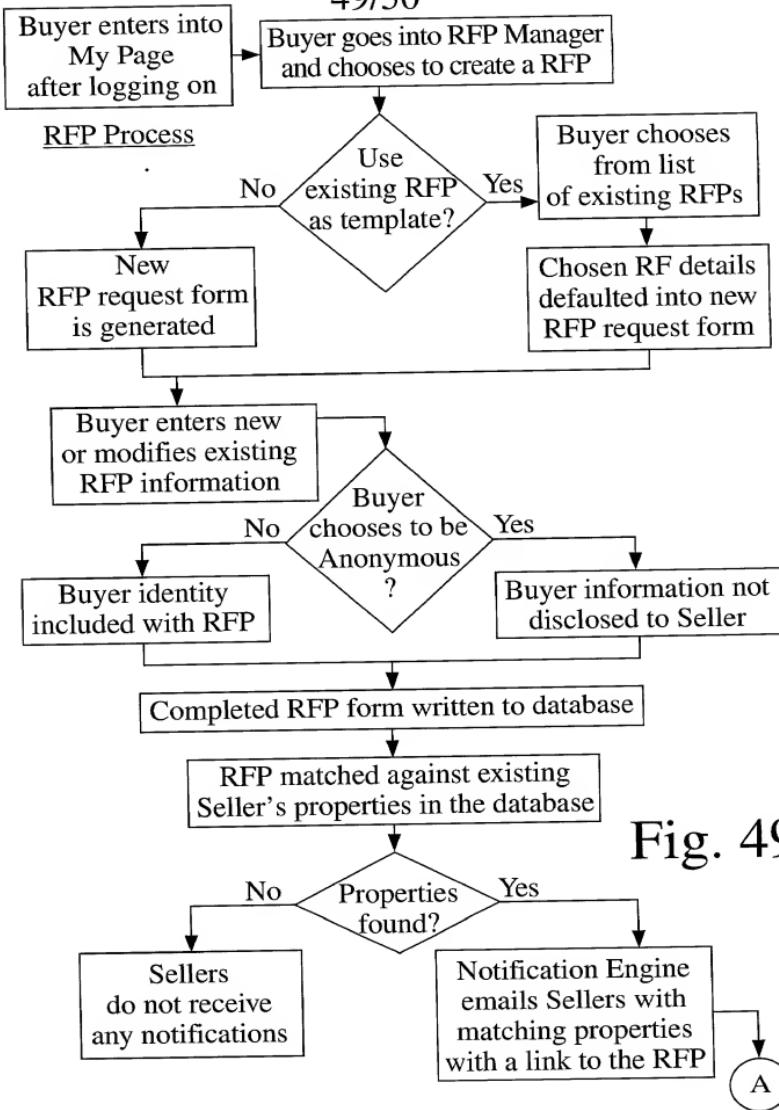


Fig. 49

A

50/50

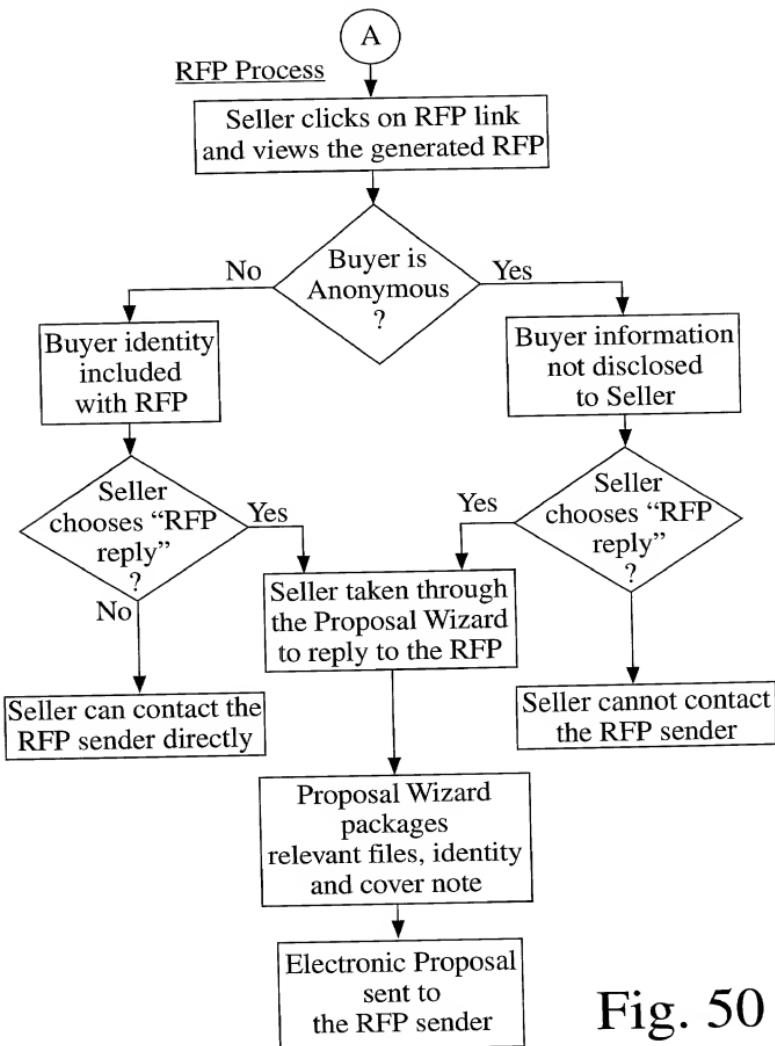


Fig. 50